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# Consumer PURCHASES OF FRUITS AND JUICES

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U. S. DEPARTMENT OF AGRICULTURE

in February  
1953



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.

March 1953

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES  
IN FEBRUARY 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length

SUMMARY

Householders purchased the equivalent of about 7,900,000 boxes of oranges during February 1953, in the form of fresh oranges, frozen concentrated orange juice, and canned single-strength orange juice. This estimate is based on reports from a Nation-wide sample survey of household consumers.

This total was up almost 250,000 boxes over the corresponding month last year. Purchases of oranges and frozen orange juice were up from a year ago by 8 percent and 26 percent, respectively, while those of canned single-strength juice were down 26 percent. Prices consumers paid for Florida oranges were almost unchanged from a year earlier, but those for California-Arizona oranges were down about 6 cents per dozen. Prices paid for frozen concentrated orange juice averaged slightly lower, but canned single-strength orange juice was up 5 cents per 46-ounce can.

Purchases of grapefruit and canned grapefruit juice reported by householders were equivalent to about 3,000,000 boxes of fresh fruit, slightly less than in February last year. The decline was the result of a 12 percent reduction in canned grapefruit juice purchases. Householders bought grapefruit juice at prices averaging 13 percent above a year ago, while prices of fresh grapefruit were almost unchanged.

Householders bought somewhat more fresh lemons and frozen concentrate for lemonade during February 1953 than a year earlier, but their purchases of canned and bottled lemon juice were about unchanged. On a fresh equivalent basis, household purchases of lemons, lemon juice, and concentrate for lemonade were equal to about 290,000 boxes of lemons compared with 270,000 boxes in February a year ago. Fresh lemons accounted for about 220,000 boxes of the total. Prices consumers paid for lemons averaged the same as a year earlier, but prices paid for lemon juice and frozen lemonade averaged slightly higher.

Purchases of canned single-strength juices by householders totaled about 8,000,000 cases during February, 8 percent below a year ago. Smaller purchases of canned citrus juices accounted for the decrease. Prices paid for citrus juices averaged somewhat higher than in February last year, but prices paid for other canned juices changed little.

Householders purchased a total of about 6,400 tons of dried prunes during February, 500 tons of dried apricots, and 380 tons of dried peaches. Except for dried prunes, these purchases were somewhat below those of the corresponding month last year. Prices consumers paid for dried prunes were slightly higher, dried apricots were up 10 cents per pound, and dried peaches were up 4 cents.

### FROZEN JUICES

Householders reported buying the record volume of about 4,200,000 gallons of frozen concentrated orange juice during February 1953 (fig. 4). Although purchases were only slightly above the January level they were up about one-fourth from a year ago. Prices consumers paid for frozen orange juice during the month averaged 15.7 cents per 6-ounce can, nearly the same as in January, but down 1 cent from a year earlier. This marked the third month in a row in which prices consumers paid for frozen orange juice have declined slightly. The average paid last November, the month prior to these declines, was 16.3 cents per 6-ounce can.

About 28 percent of the families said they bought frozen orange juice during February, the largest number since July 1952. They averaged buying the equivalent of 7 of the 6-ounce cans per buying family during the month, compared with about 6-1/2 cans in the same month last year (table 2).

For the period October 1952-February 1953, household purchases of frozen orange juice exceeded those of the corresponding months a year ago by about 40 percent. Prices consumers paid during these months averaged about 15 percent below those of a year earlier.

Purchases of frozen concentrated grape juice reported by householders amounted to about 200,000 gallons during February, up about 5 percent from January and 24 percent higher than a year ago (table 2). Compared with February 1951, purchases of frozen grape juice increased by almost 150 percent. Householders bought frozen grape juice at an average of 21.6 cents per 6-ounce can, about the same as in January, but a cent below the average paid a year earlier. Four percent of the families reported purchasing frozen grape juice. They bought an average of 2-2/3 of the 6-ounce cans each during the month.

About 90,000 gallons of frozen concentrate for lemonade were purchased by householders during February at an average price of 17 cents per 6-ounce can (table 2). Compared with January this represented an increase of about 15 percent in purchases. Prices paid, on the other hand, were almost unchanged. An average of about 2-1/2 of the 6-ounce cans of frozen lemonade was purchased per buying family during February. Household purchases during the months of October 1952-February 1953 were about the same as a year earlier, totaling approximately 530,000 gallons.

### CANNED JUICES

During February 1953 purchases of canned single-strength juices by householders were equal to about 8,000,000 cases of No. 2 cans. This volume was about 8 percent less than that purchased in February a year ago. Smaller purchases of all canned single-strength citrus juices accounted for the decrease (table 1). Prices paid for citrus juices averaged slightly higher than a year earlier, but prices paid for other juices remained almost unchanged.

Householders bought about 1,700,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during February 1953, almost one-fourth less than in this month a year earlier. They paid an average of about 30 cents per 46-ounce can, up about a fifth from February last year (fig. 5). Fewer families bought canned orange juice during the month and average purchases were smaller than a year ago. Buying families in February purchased an average of a little less than 2-1/2 of the 46-ounce cans, whereas in February a year ago they bought about 2-3/4 cans. For the months of October 1952-February 1953, purchases of canned orange juice by householders totaled about one-sixth less than during these months a year earlier.

Purchases of canned grapefruit juice by householders in February—approximately 910,000 cases (equivalent No. 2 cans)—were 12 percent below those of February 1952. The average price paid of 26 cents per 46-ounce can was up by the same proportion that purchases declined (fig. 5). Grapefruit juice was bought by fewer families during February than a year earlier, but the average purchases of buying families were larger, amounting to about 2-1/4 of the 46-ounce cans. For the months of October 1952-February 1953 grapefruit juice purchases by householders were down about 10 percent compared with a year earlier.

Householders' purchases of orange-grapefruit blended juice during February totaled about 450,000 cases (equivalent No. 2 cans). This was almost one-fifth less than a year earlier. They paid an average of 27 cents per 46-ounce can for blended juice during the month, 12 percent more than in February 1952 (fig. 5). Families purchased an average of 4 ounces more during February than a year ago, but fewer families made purchases than during February 1952. Purchases of orange-grapefruit blended juice during the months of October 1952-February 1953 were down about one-fourth from a year earlier.

Consumers reported purchasing the equivalent of about 40,000 cases of No. 2 cans of canned and bottled lemon juice during February, almost as much as in the same month a year ago (table 1). They paid an average of 12 cents per 5-1/2-ounce can, 1.5 cents more than a year earlier.

These consumers bought slightly less than 1,500,000 cases (equivalent No. 2 cans) of pineapple juice during February, about the same quantity as in this month last year. They paid an average of about 30 cents per 46-ounce can, 1 cent more than in February 1952. More families bought pineapple juice during February—about one out of six—than any other canned single-strength juice except tomato juice.

Consumers reported purchases of about 1,800,000 cases (equivalent No 2 cans) of tomato juice during February 1953, somewhat more than a year earlier (table 1). They paid an average of slightly more than 27 cents per 46-ounce can, about the same as in February 1952.

Their purchases of prune juice during February were equal to about 440,000 cases of No. 2 cans, slightly more than a year earlier (fig. 9). Prices paid averaged about 33 cents per 32-ounce bottle, little different from a year ago.

#### FRESH CITRUS FRUIT

Householders bought about 3,500,000 boxes of oranges during February 1953, a near-record for the 3 years for which these data are available. Purchases were up about 8 percent from a year ago and 19 percent from February 1950 (fig. 1). The increase from a year ago was accounted for by larger purchases of California-Arizona oranges which increased about 37 percent, while those of Florida oranges were down 8 percent. Householders purchased about 1,300,000 boxes of California-Arizona oranges and approximately 1,600,000 boxes of Florida oranges.

The larger volume of purchases of California-Arizona oranges was the result of more families buying and larger purchases per buying family (table 3). Purchases of California-Arizona oranges averaged about 2 dozens per buying family during the month. Consumers paid an average of about 41 cents a dozen for California-Arizona oranges during February, 6 cents less than a year earlier, although the average size of these oranges was about 10 percent larger.

The smaller volume of Florida oranges purchased by householders was the result of fewer families buying. During February, 24 percent of all families made purchases compared with 27 percent a year earlier. Purchases averaged about 2-1/2 dozens per buying family, almost the same as in February 1952. The average price paid for Florida oranges remained unchanged at 34 cents per dozen (fig. 6).

Householders bought about 2,100,000 boxes of fresh grapefruit during February, about the same as in February 1952 (fig. 7). They paid an average of 86 cents a dozen for Florida grapefruit, unchanged from a year earlier. Almost a third of all families bought fresh grapefruit during the month, the same proportion as in February 1952.

Purchases of tangerines by householders during February 1953 amounted to almost 600,000 boxes, about a fourth more than in this month a year ago (table 3). Consumers paid an average of 28 cents a dozen, down 5 cents from the previous February.

Householders bought around 220,000 boxes of fresh lemons during February, 8 percent more than a year ago. Prices paid averaged about the same as a year earlier--47 cents per dozen (fig. 8). Almost a fifth of all families made purchases during the month, practically the same as in February 1952.

#### DRIED FRUIT

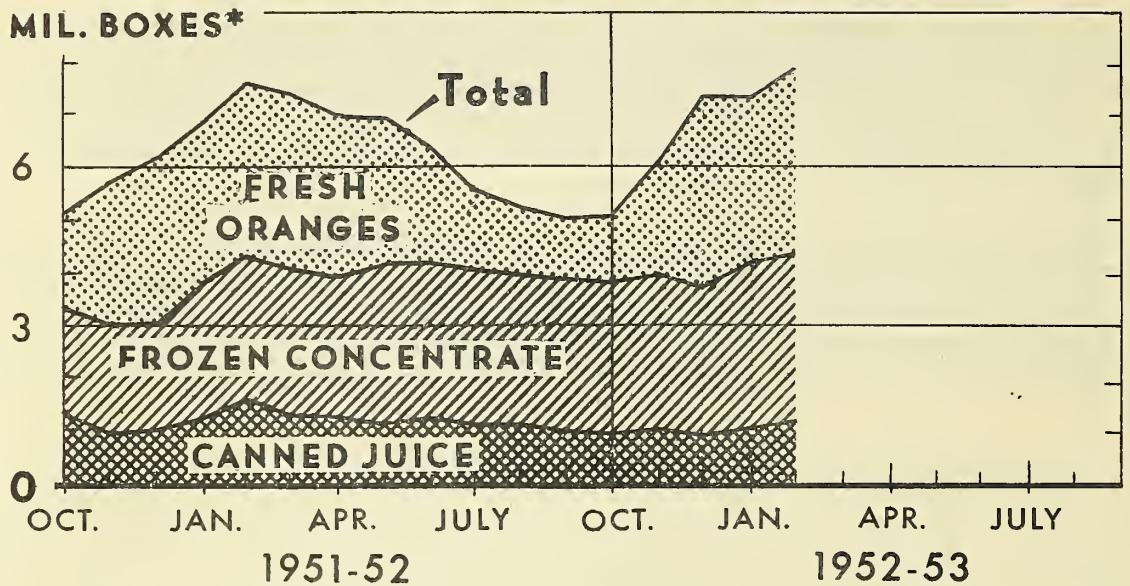
Householders bought about 6,400 tons of dried prunes during February 1953. This was nearly 5 percent more than in the previous month, but almost the same as in February last year (fig. 9). Prices paid by consumers, however, were slightly higher than a year ago, averaging 26 cents per pound during the month. About one family out of seven bought dried prunes during February compared with approximately one out of six a year ago. Purchases during the month averaged about 30 ounces per buying family.

During the period October 1952-February 1953, householders bought about the same quantity and paid about the same average price for dried prunes as a year earlier. However, prices increased slightly during these months this season, whereas they declined during the comparable period last season.

During February, householders reported buying about 500 tons of dried apricots, nearly one-sixth less than in this month last year. Prices consumers paid rose to an average of 73 cents per pound during February and were 10 cents higher than a year ago (table 4). Higher retail prices for dried apricots apparently continued to be a factor in the lower volume of consumer purchases.

Consumers bought about 15 percent less dried peaches in February than last year, partly because prices paid averaged nearly 10 percent higher than a year ago. Purchases during the month totaled about 380 tons (table 4). The average price of 47 cents per pound reported by buying families was the highest monthly average since this series of reports began (October 1949).

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

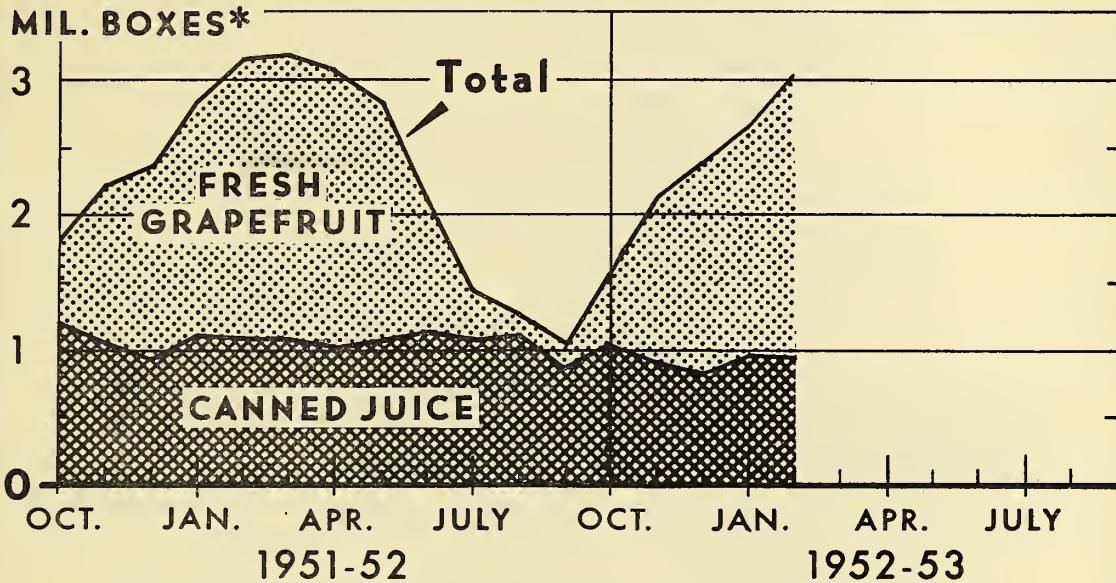
Fig. 1.—Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December 2/	7,759	8,202	9,277	6,609	3,121	3,619	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March		3,301		2,737		1,399		7,437
October-March 2/	18,775		15,338		8,358		42,471	
April		3,103		2,616		1,310		7,029
May		2,846		2,977		1,168		6,991
June		2,174		2,976		1,295		6,445
October-June 2/	27,451		24,551		12,421		64,423	
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,041
Season 2/	31,738		33,908		15,923		81,569	

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

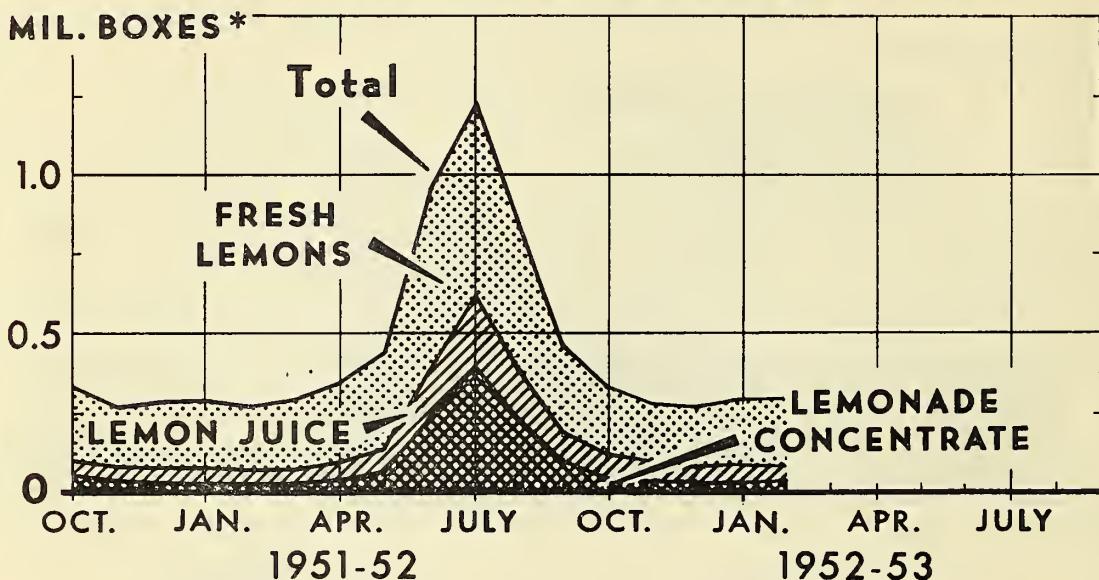
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	boxes	boxes	boxes	boxes
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December 2/	3,738	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	943	1,099	3,006	3,132
March		2,113		1,082		3,195
October-March 2/		10,026		7,056		17,082
April		2,061		1,018		3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June 2/		15,117		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season 2/		15,907		13,849		29,756

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh		Lemon		Concentrate for lemonade				Total		
	lemons	Juice	1/	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328	
November	184	192	60	47	27	27	29	31	273	270	
December	190	209	50	48	19	19	21	22	261	279	
October-December 3/	634	683	191	160	88	92	95	106	920	949	
January	210	206	57	53	20	22	24	24	291	283	
February	218	202	47	45	23	18	27	23	292	270	
March		218		51		21		25		294	
October-March 3/		1,369		318		156		182		1,889	
April		251		60		33		38		349	
May		308		72		55		65		445	
June		577		144		205		239		960	
October-June 3/		2,589		615		469		547		3,751	
July		598		225		356		400		1,223	
August		452		151		200		228		831	
September		269		94		86		98		461	
Season 3/		4,012		1,130		1,134		1,298		6,440	

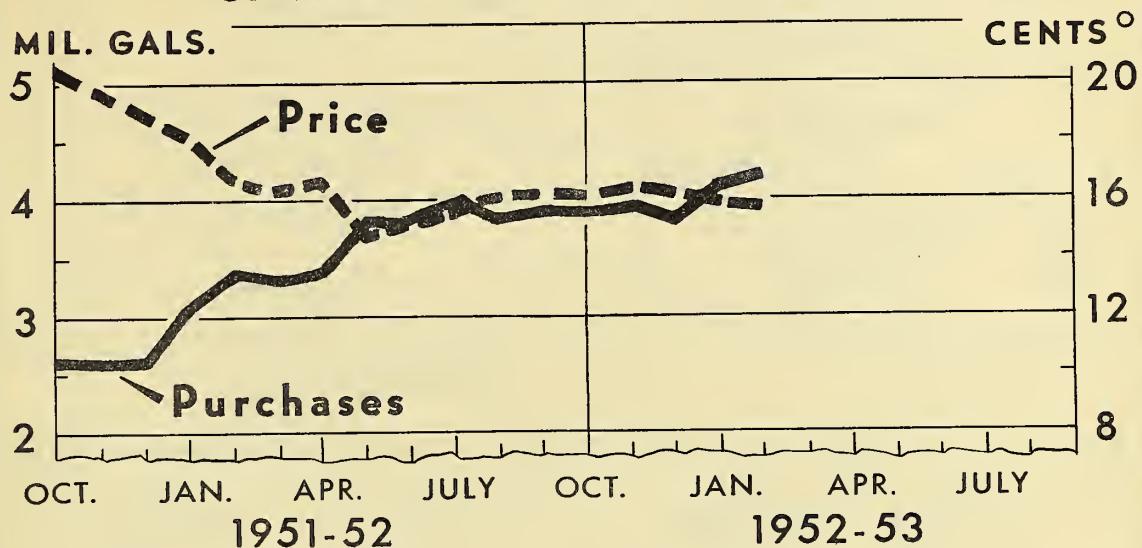
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

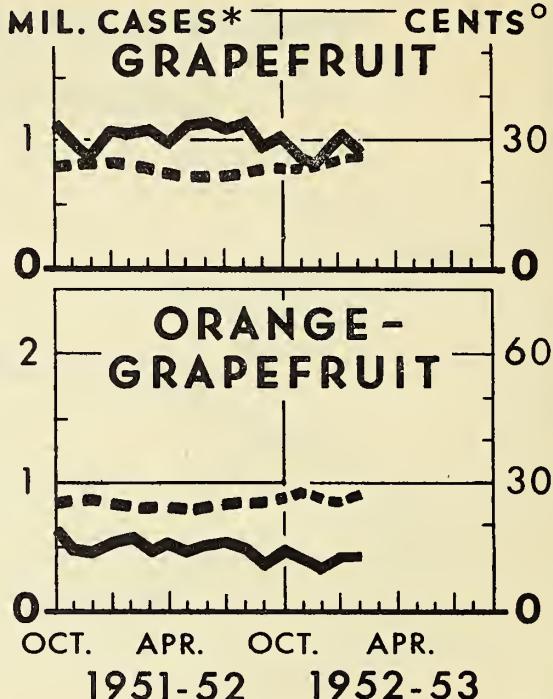
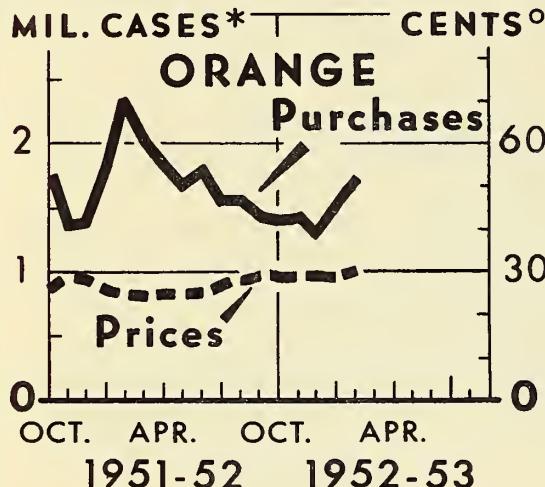
Fig. 4.—Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53		1952-53	
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March		3,314		16.3
October-March 1/		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,511		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24#2's

° CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48917-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

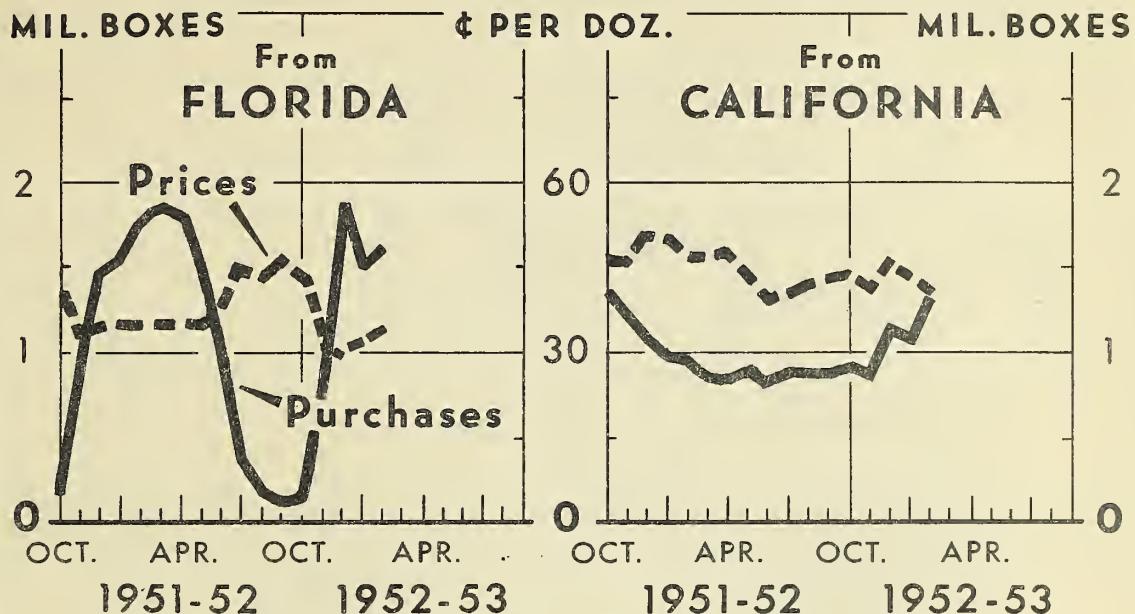
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1,000 cases 1/	cases 1/	per 46 oz. can	cents	1,000 cases 1/	cases 1/	per 46 oz. can	cents	1,000 cases 1/	cases 1/	per 46 oz. can	cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.6	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	28.6	915	1,011	26.0	23.1	452	557	27.4	24.4
March		2,016		28.4		1,062		22.2		474		23.4
October-March 2/		11,570				6,692				3,343		
April		1,817		24.9		988		21.9		506		24.0
May		1,615		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,191				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

### Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 40918-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	44.7	45.2
December	1,870	1,668	29.3	34.8	1,147	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March		1,869		34.8		862		46.6
October-March 1/		8,572				6,917		
April		1,809		35.3		826		47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

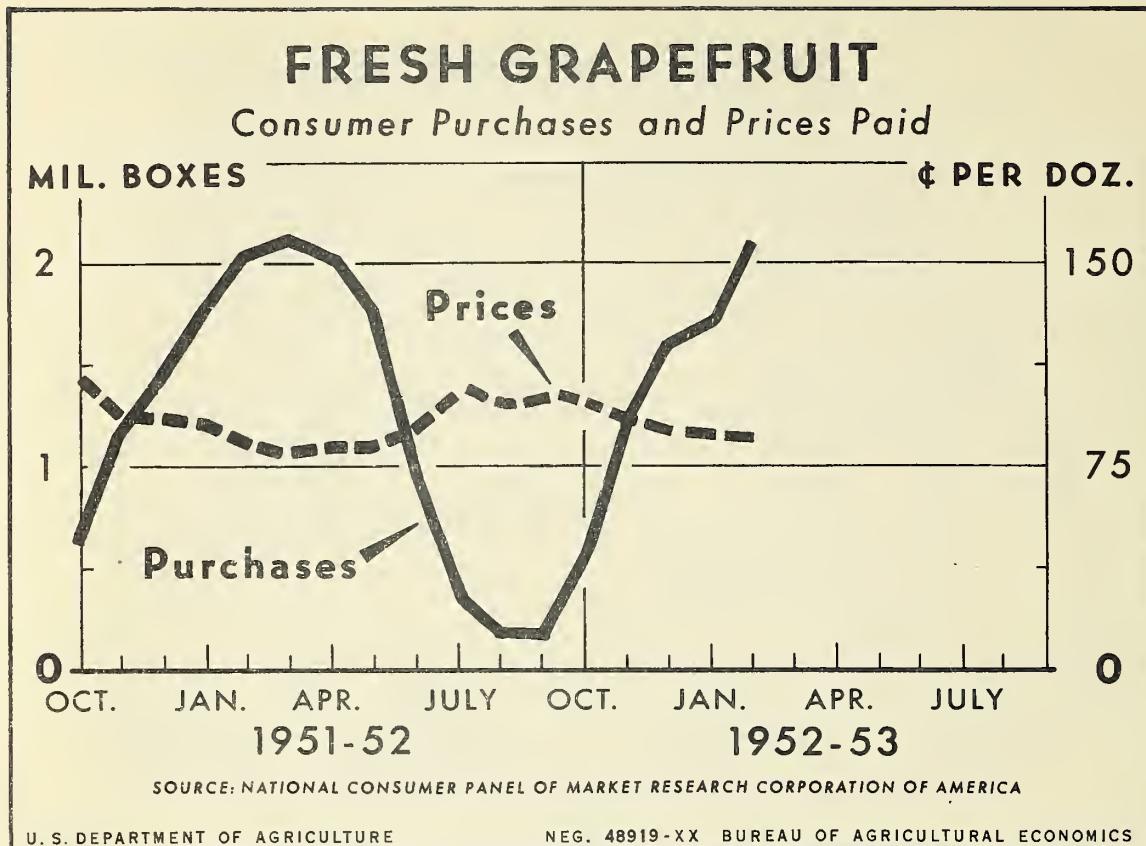


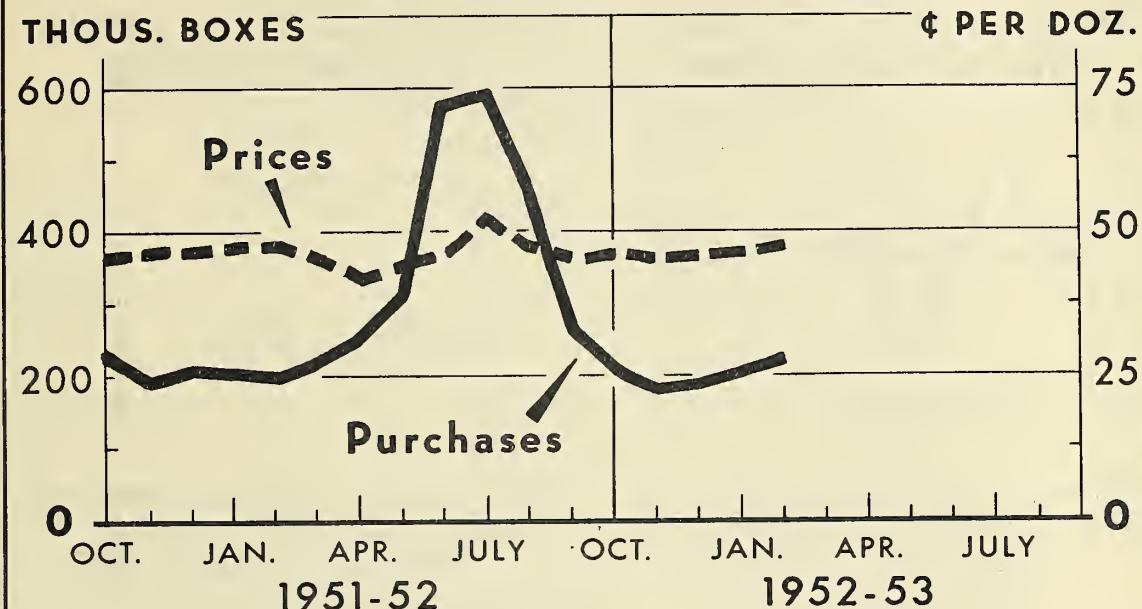
Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	545	606	99.0	106.0
November	1,240	1,182	89.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March		2,113		81.8
October-March 1/		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,147		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48920-XX BUREAU OF AGRICULTURAL ECONOMICS

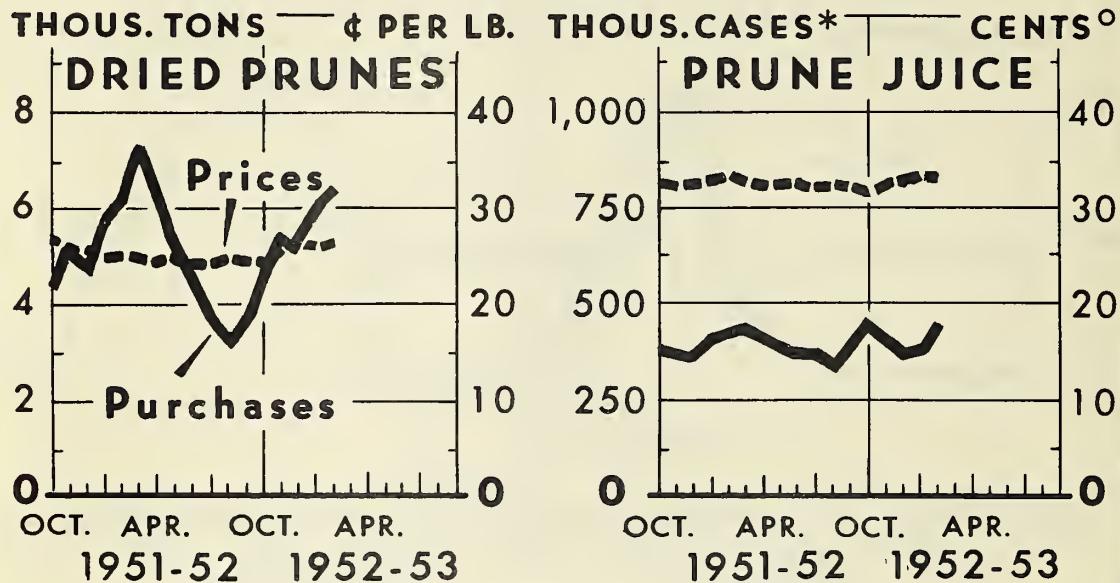
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March		218		45.9
October-March 1/		1,369		
April		251		42.9
May		308		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 NO. 2 CANS

O CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	Tons	Tons	Cents	Cents	1,000 cases	1,000 cases	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December	16,204	15,871			1,317	1,220		
January	6,114	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	445	33.1	32.9
March		7,276		24.5		435		32.5
October-March		37,068				2,578		
April		6,110		24.5		417		32.2
May		5,412		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices: U. S. total consumer purchases and average price, February 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price	
	1953	1952	1953	1952	Purchases	1953	Quantity per purchase	Unit	1953	1952
		1,000	1,000	Number	1953	Ounces	Ounces	Ounces	Cents	Cents
Canned juices										
Orange	15.2	18.5	1,720	2,309	1.8	1.8	62.1	70.9	46	29.7
Grapefruit	8.8	10.2	915	1,041	1.7	1.6	61.5	63.2	46	26.0
Orange & grapefruit, blend	4.4	5.9	452	557	1.6	1.5	59.8	61.0	46	27.4
Tangerine	2/	2.0	2/	123	2/	1.2	2/	50.7	46	2/
Lemon	2.4	2.5	39	42	1.2	1.3	12.8	12.7	5 $\frac{1}{2}$	12.1
Grape	4.8	4.8	205	187	1.4	1.4	30.9	28.0	32	37.8
Pineapple	16.1	17.8	1,465	1,493	1.6	1.6	54.1	50.8	46	29.8
Prune	6.8	6.6	442	415	1.7	1.8	35.6	34.5	32	33.1
Tomato	21.8	20.6	1,840	1,755	1.6	1.7	50.3	48.5	46	27.5
Total 3/	53.6	55.5	8,020	8,694	2.9	3.0	50.4	52.1		

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices: U. S. total consumer purchases and average price, February 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price	
	1953	1952	1953	1952	Purchases	1953	Quantity per purchase	Unit	1953	1952
		1,000	1,000	Number	1953	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices										
Orange	28.1	24.3	4,216	3,358	2.5	2.4	16.9	16.4	6	15.7
Grape	3.9	3.0	209	169	1.6	1.7	10.0	9.3	6	21.6
Other concentrates	1/	1/	183	72	1/	1/	10.6	12.3	6	17.6
Total 2/	29.6	25.4	4,608	3,689	2.7	2.6	16.0	15.5		
Concentrate for lemonade										
Frozen	1.7	1.2	90	69	1.4	1.5	11.0	10.5	6	17.0

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, February 1953 and 1952 (4-week period)

Commodity	Per buying family										Average price per dozen	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase					
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents		
Oranges												
California-Arizona	22.8	20.6	1,305	956	2.0	2.0	12.6	11.6	40.7	46.5		
Florida	23.7	27.0	1,600	1,735	2.2	2.2	14.3	13.6	34.1	34.0		
Unidentified	13.5	14.1	561	538	1.6	1.6	11.8	11.4	38.8	38.9		
Total 1/	50.3	51.4	3,536	3,275	2.5	2.4	13.3	12.5	37.1	38.6		
Grapefruit												
California-Arizona	4.2	3.9	231	230	1.7	1.7	5.6	5.1	74.7	75.3		
Florida	18.5	19.4	1,190	1,142	2.1	2.1	4.6	4.7	85.6	84.6		
Unidentified	11.5	13.1	545	525	1.7	1.6	4.4	4.2	89.1	85.7		
Total 1/	31.9	34.0	2,093	2,033	2.2	2.1	4.7	4.6	85.3	84.1		
Tangerines												
Lemons												
Total	63.8	66.8	6,437	5,989	3.8	3.7	9.8	9.1	43.5	45.6		

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price February 1953 and 1952 (4-week period)

Commodity	Per buying family										Average price per pound	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase					
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952		
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents		
Apricots	2.5	3.1	506	600	1.2	1.1	12.1	12.4	72.8	62.4		
Mixed dried fruit	1/	1.0	1/	224	1/	1.2	1/	14.6	1/	39.7		
Peaches	1.7	1.9	377	445	1.2	1.1	14.0	14.4	46.9	42.9		
Prunes	14.9	16.0	6,436	6,292	1.3	1.3	23.2	22.6	26.3	25.1		

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.



